COLUMBIA PICTURES

COLUMBIA PICTURES
COLUMBIA
MARCHES
ON
1934 · 1935

HARRY COHN
President

JACK COHN
Vice-President

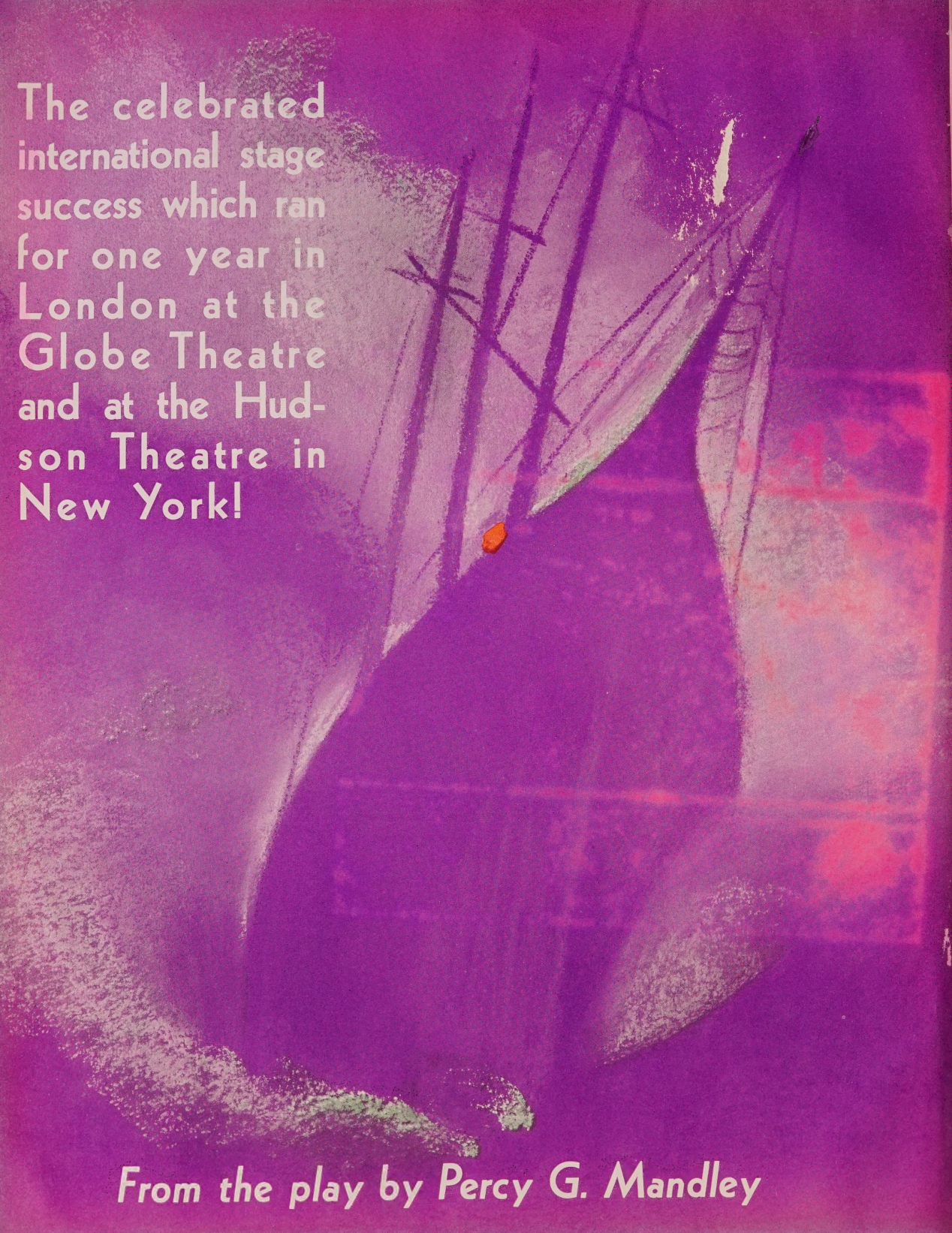
S. J. BRISKIN
General Production Manager

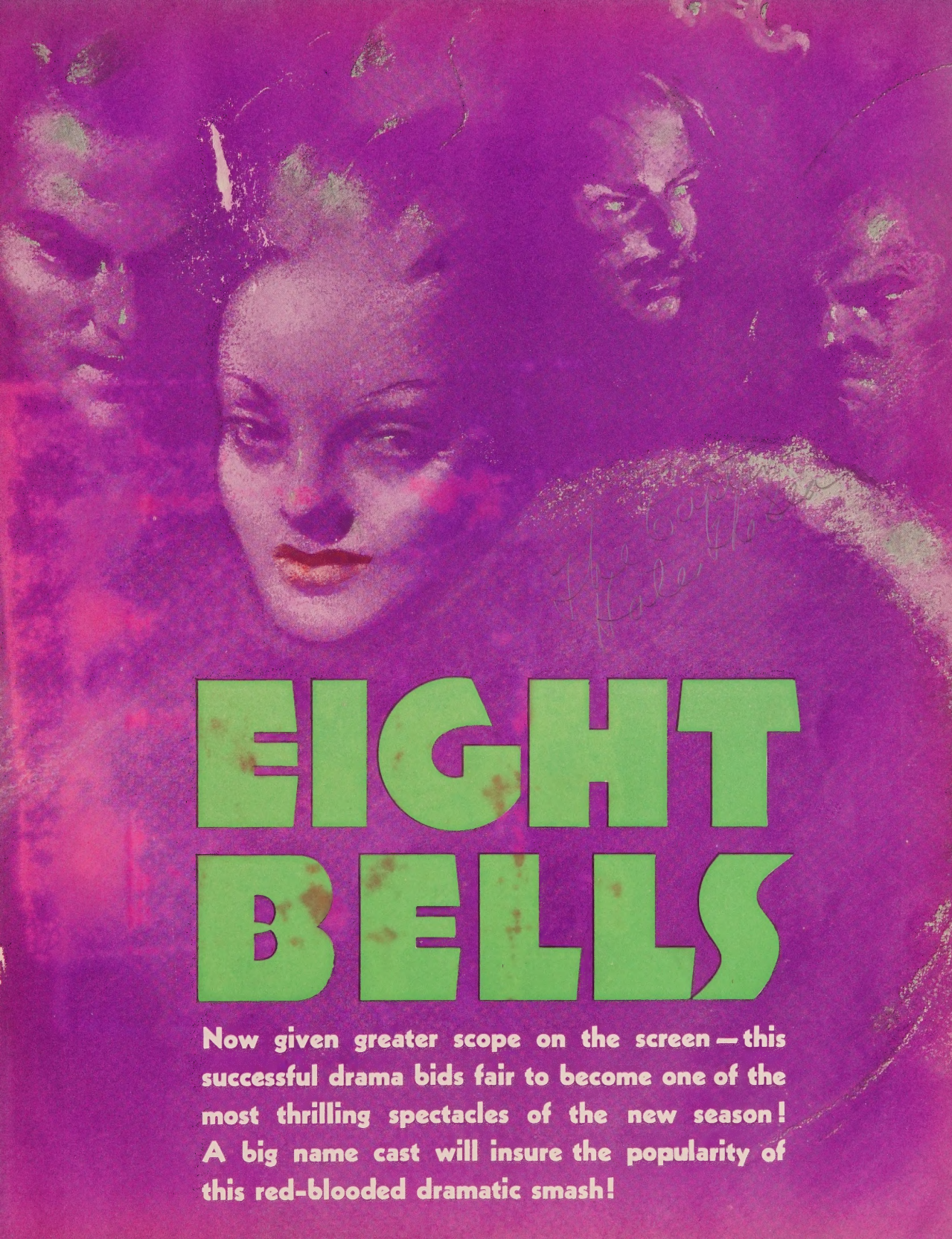
Your needs and desires and our aims and hopes are one and the same: GOOD PICTURES ... We ask for your continued faith and confidence in Columbia With it WE MUST SUCCEED—TOGETHER

Harry Cohn

A. MONTAGUE
General Sales Manager

CAPRA


The celebrated international stage success which ran for one year in London at the Globe Theatre and at the Hudson Theatre in New York!
From the play by Percy G. Mandley



EIGHT BELLS

Now given greater scope on the screen — this successful drama bids fair to become one of the most thrilling spectacles of the new season! A big name cast will insure the popularity of this red-blooded dramatic smash!

GREAT STAR COMES INTO HER OWN

Grace Moore

IN

ONE NIGHT OF LOVE

with

Tullio Carminati—Lyle Talbot

Mona Barrie

Story by Dorothy Speare and Charles Beahan

Screen play by S. K. Lauren

Directed by

Victor Schertzinger

☆

Grace Moore's beautiful voice has thrilled millions on the radio and on the stage! Her sensationally lyric and entirely divine performance in this great picture will tug at the hearts and thrill the very souls of all movie-goers! Here is the coming season's new screen sensation in a superb feast of love, laughter and music!

HERE'S the play that delighted millions of Americans when it played scores of cities after its sensational run at the John Golden Theatre in New York City. This well-beloved stage comedy is now brought to the screen by Columbia—assuring all the world of happy and joyous entertainment for the whole family.

From the stage success by

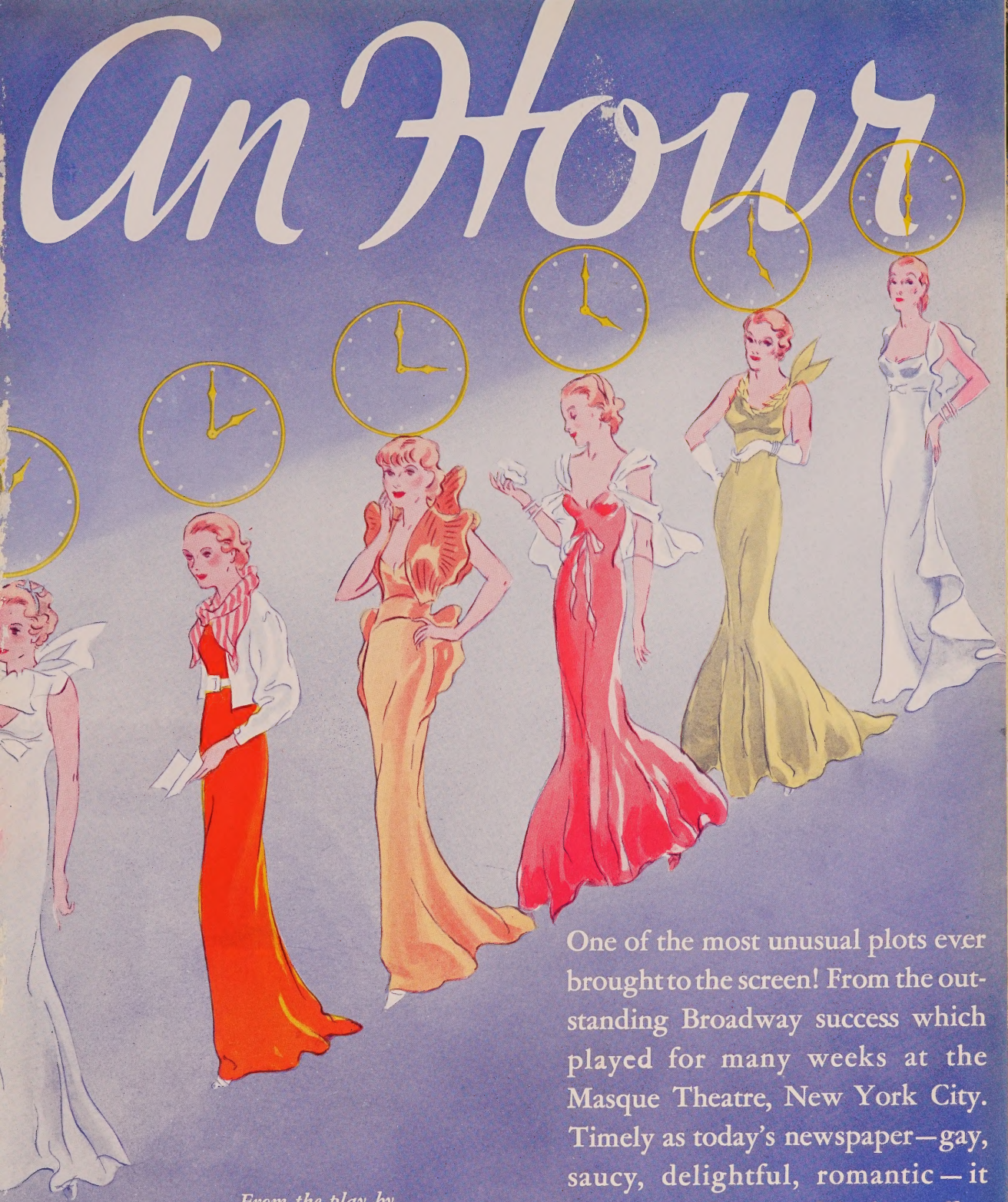
FRANK CRAVEN

Author of the never-to-be-forgotten "The First Year"!

THAT'S GRATITUDE

$25

An Hour



From the play by
Gladys Unger and Leyla Georgi

One of the most unusual plots ever brought to the screen! From the outstanding Broadway success which played for many weeks at the Masque Theatre, New York City. Timely as today's newspaper—gay, saucy, delightful, romantic—it promises to be one of the box-office highlights of the coming season!

A FEATHER IN HER HAT

Critics from Coast to Coast have hailed this best-selling novel as one of the most delightful heart warming stories of the year! It promises to be a picture of the first magnitude, sparkling with adventure and romance and tender with tears that glisten behind the laughs! A deep, moving, human story that appeals to all ages everywhere.

Read These Reviews!

"Real humor, where the tear trembles behind the laugh!"
—United Press

"Will console, entertain and exalt many thousand hearts!"
—N. Y. Herald Tribune

"A delightful story that will appeal to readers of all ages!"
—Springfield Union

From the current best-selling novel by
I. A. R. WYLIE
A FEATHER IN HER HAT
A FEATHER IN HER HAT
A FEATHER IN HER HAT
A FEATHER IN HER HAT

CARNIVAL

Brilliant—kaleidoscopic—colorful—this dramatic romance is set against ever-fascinating backgrounds. A tense story of tangled lives—teeming with intrigue and flaming with passion—all blended into genuinely heart-satisfying entertainment. Written by Robert Riskin, famous scenarist of "Lady For A Day," "It Happened One Night," and "Broadway Bill"!

Story by
ROBERT RISKIN

Lady Bew

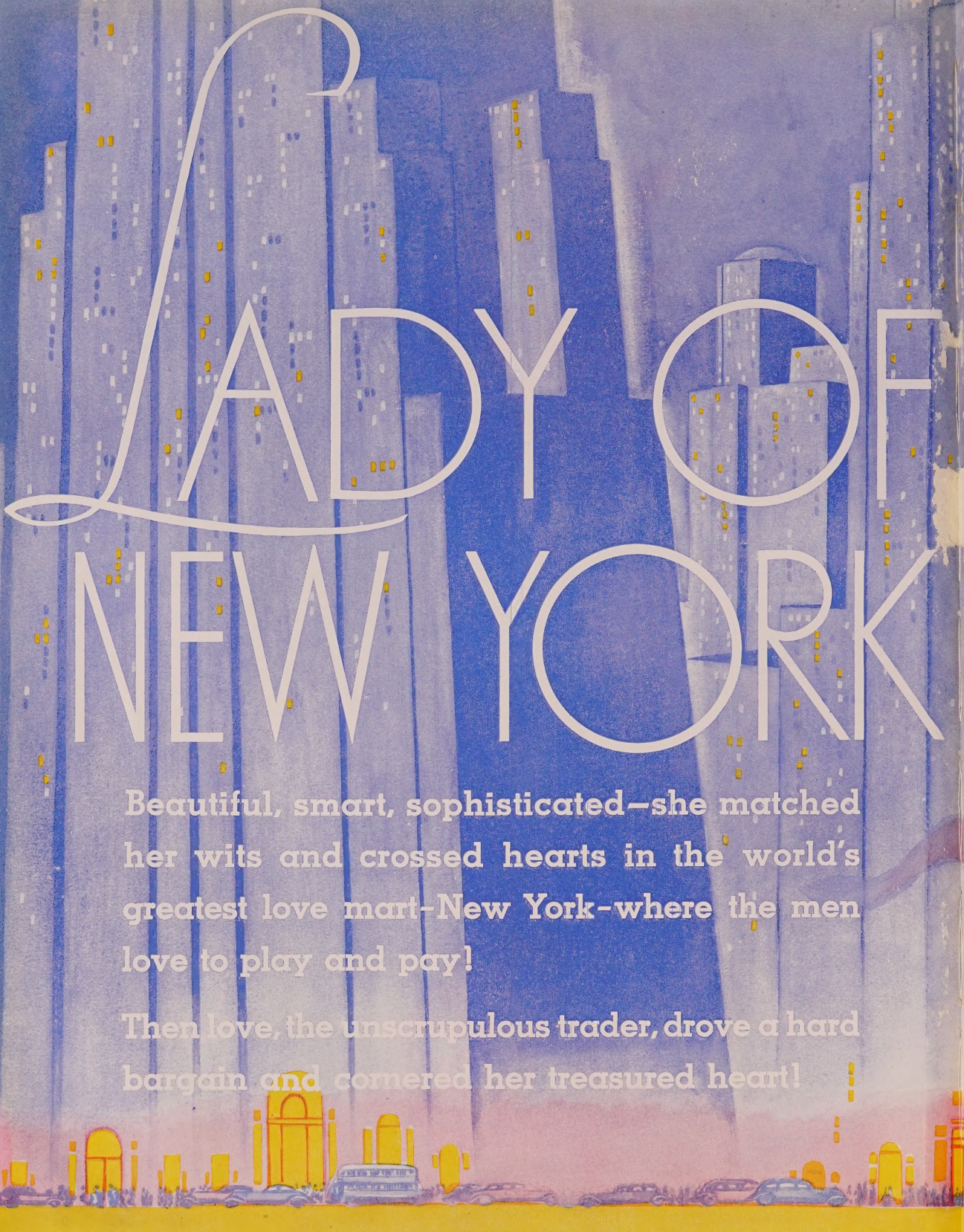
are!
She played with fire and couldn't make her fickle heart behave!
"Lady Beware!" her heart warned her—but heedless, she fell victim to emotions she could not control!
A drama of dangerous romance in a dangerous age, with a brilliant cast that is destined to head this picture straight to unusual box-office returns!

Claudette COLBERT

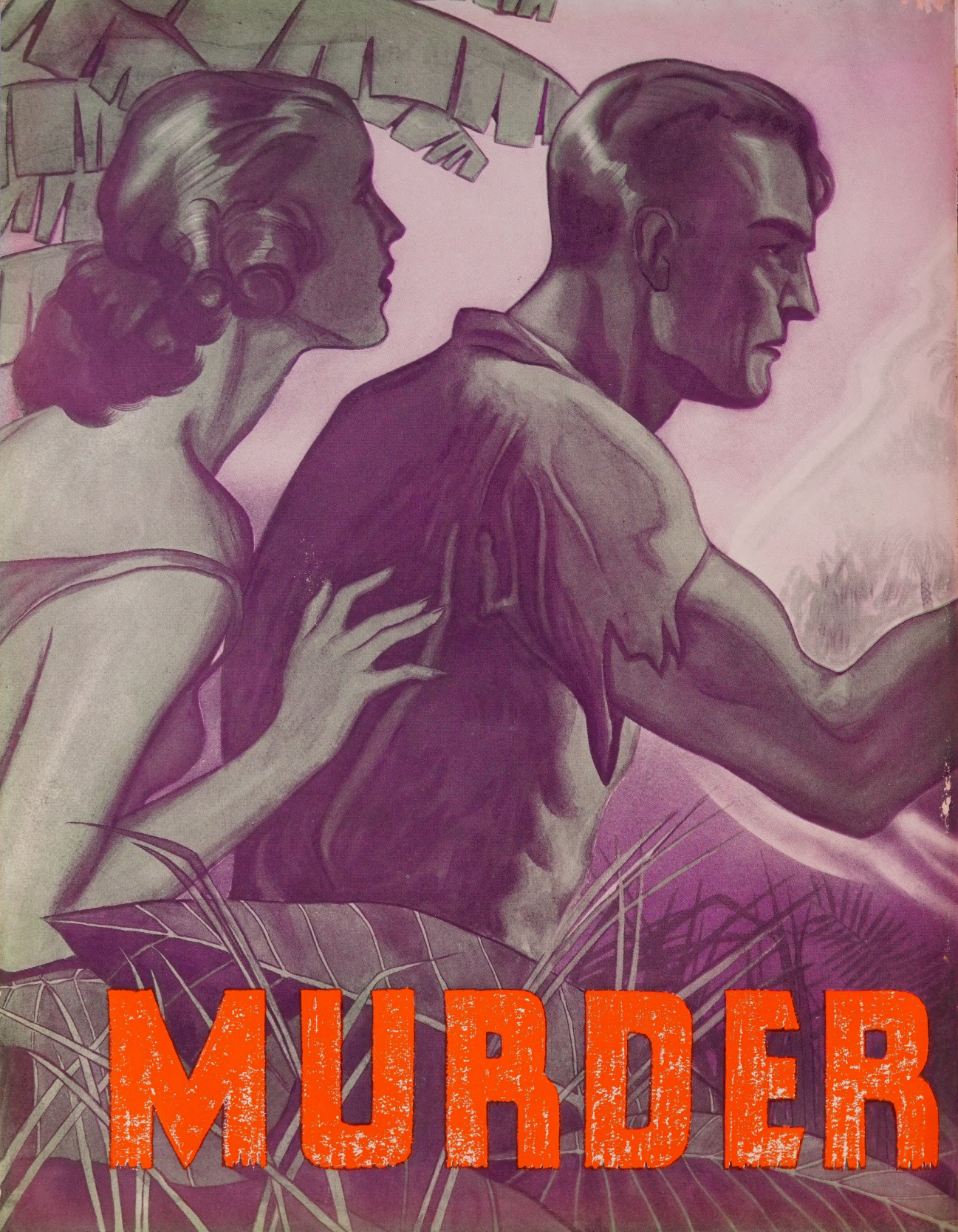
"It Happened One Night" lifted this brilliant popular star to new heights! Now Columbia plans a production that will give her exceptional talents, alluring beauty, and penetrating charm even greater scope!

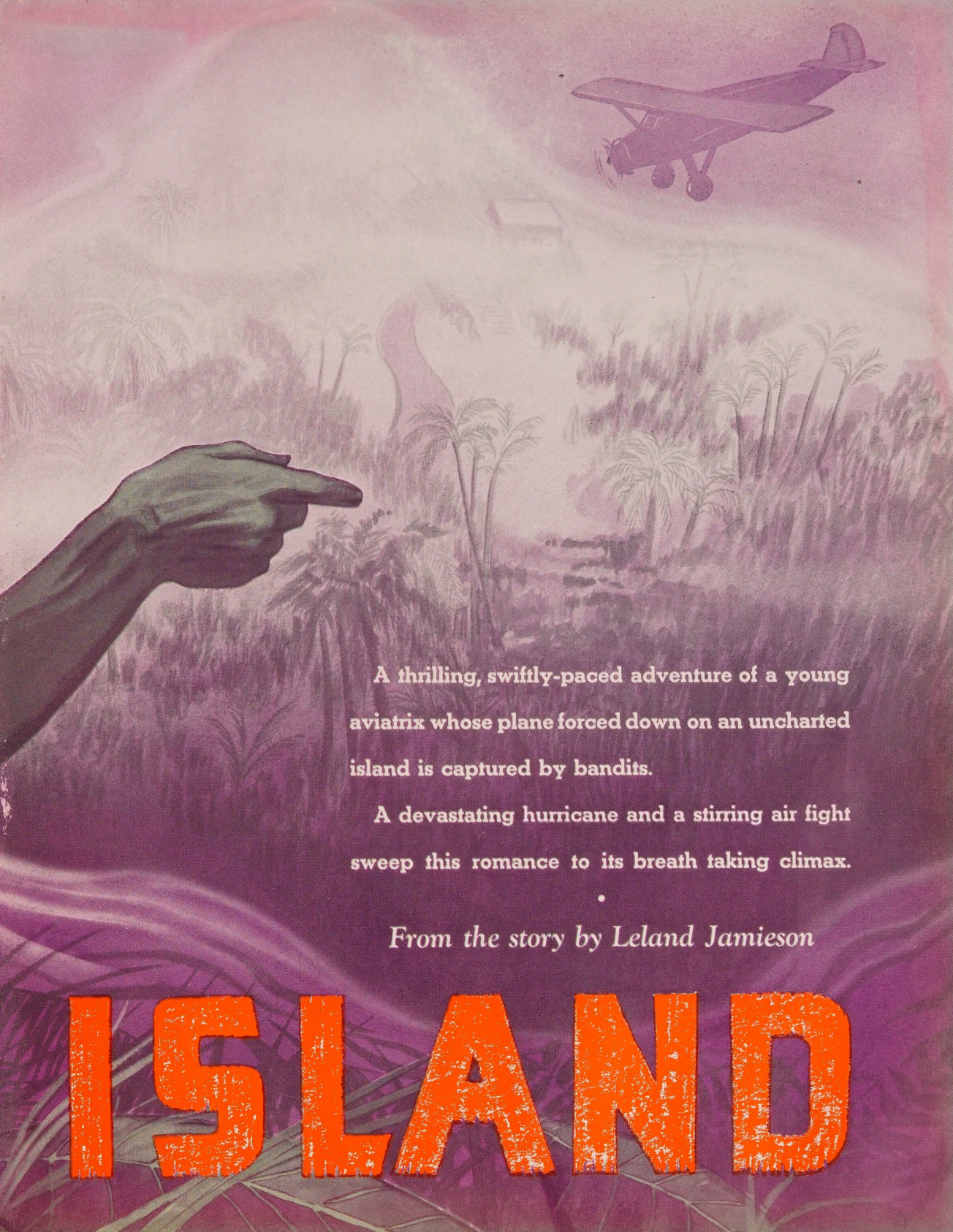
EDMUND LOWE *and* JACK HOLT

Two swashbuckling he-men teamed in a rollicking, riotous story of two pals who loved to fight—with each other; and fought to love—each others' sweethearts! Swift action, hilarious comedy and grand romance round out a picture that will entertain the world and his family.


LADY OF
NEW YORK
Beautiful, smart, sophisticated—she matched her wits and crossed hearts in the world's greatest love mart—New York—where the men love to play and pay!
Then love, the unscrupulous trader, drove a hard bargain and cornered her treasured heart!

Delightful settings!
Gorgeous costumes!
Fascinating story!


MURDER



A thrilling, swiftly-paced adventure of a young aviatrix whose plane forced down on an uncharted island is captured by bandits.

A devastating hurricane and a stirring air fight sweep this romance to its breath taking climax.

•

From the story by Leland Jamieson

ISLAND

D. ROSS LEDERMAN

LAMBERT HILLYER

RUSSELL MACK

VICTOR SCHERTZINGER

FRANK CAPRA

DIRECTORS

Men who have directed some of the finest, money-making pictures you've ever played — seasoned writers who understand public demands and know box-office values!

ROBERT RISKIN

JO SWERLING

KATHARINE BRUSH

HERBERT ASBURY

VERA CASPARY

S. K. LAUREN

JAMES GOW

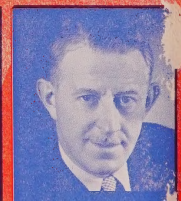
ETHEL HILL

FRED NIBLO, Jr.

DOROTHY SPEARE

SIDNEY BUCHMAN

DIANA BOURBON

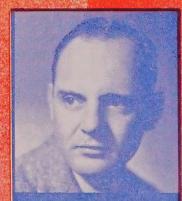

ROLAND PERTWEE

JOHN WEXLEY

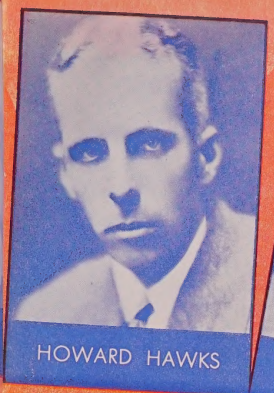
HARRY B. SMITH

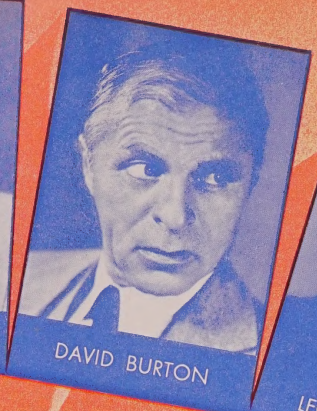
ARGYLL CAMPBELL

LEONARD SPIGELGASS

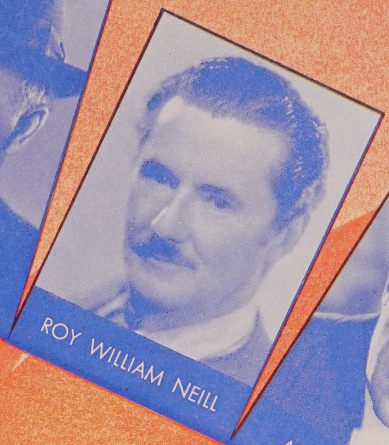

JACK KIRKLAND

RALPH MURPHY


HOWARD HAWKS


DAVID BURTON

LEO BULGAKOV


ROY WILLIAM NEILL

ALBERT ROGELL

and AUTHORS

Both ready to endow the coming Columbia Pictures with their combined skill for a greater profit year for you!

DOROTHY HOWELL

LAWRENCE HAZARD

I. A. R. WYLIE

MARK HELLINGER

GLADYS UNGER

EDMUND NORTH

LEYLA GEORGIE

BRADLEY KING

HERBERT FIELDS

RICHARD RODGERS

LARRY HART

AUSTIN PARKER

HAROLD SHUMATE

FRANK CRAVEN

LELAND JAMIESON

MELVILLE BAKER

CHARLES BEAHAN

JUDITH KANDEL

M. COATES WEBSTER

RAY SCHROCK

From the Broadway play by Argyll Campbell
Produced with great success at the Little Theatre

HERE for the first time the dramatic curtain of a new, novel type of romance is pulled aside to reveal daring, hazardous adventure.

A popular stage success now takes advantage of the screen's greater scope, where its swift action and tense drama will find a surer and wider popular appeal.

A musical extravaganza by America's

THE GIRL

Music, Book and Lyrics by
HERBERT FIELDS
RICHARD RODGERS
LORENZ HART
Authors and Composers of
The Connecticut Yankee
Present Arms
Fifty Million Frenchmen
Hit The Deck

WITH
THE MUSICAL COMEDY AND SCREEN STAR
JACK HALEY
ADORABLE, FASCINATING, EFFERVESCENT
LUPE VELEZ
and a
scintillating cast

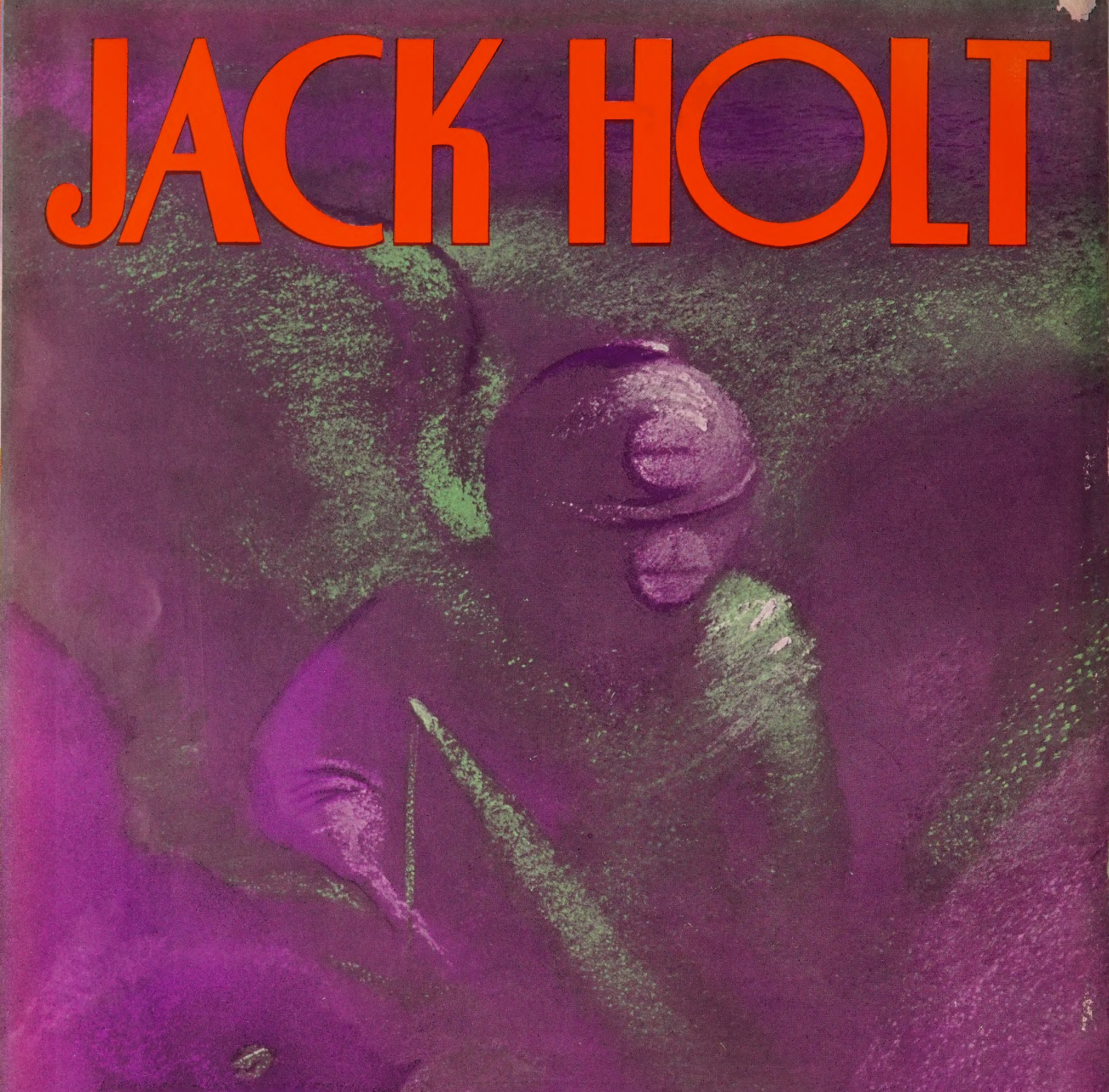
A
William Rowland
Production

musical comedy kings!

Vibrant, exultant, carefree Youth—whirling down the primrose path to love! A gay, tuneful, zestful musical extravaganza with settings of dazzling splendor, bewitching girls, sparkling melodies and a grand romantic story!

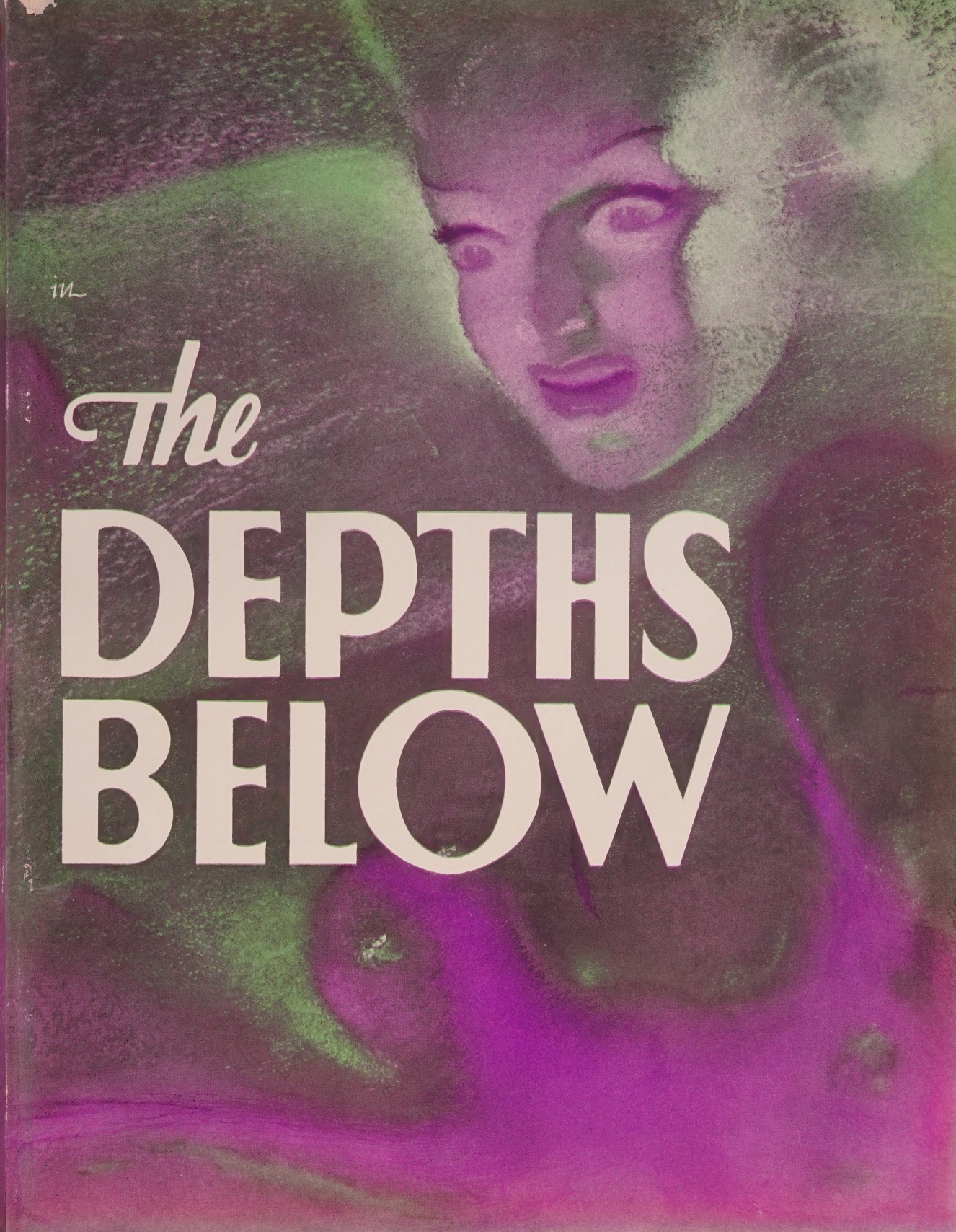
Directed by *Russell Mack*

JACK HOLT



A THUNDERING, smashing drama of the men who risk their lives below the surface of the sea — and the women who wait for lovers who may — or may not — return!

This romantic melodrama brings you Jack Holt at his superb best, in the type of picture that has won him millions of fans and brought theatres outstanding success.


in
The
DEPTHS
BELOW

BREAKFA

...AST for TWO

A breezy, exhilarating honeymoon farce which speeds its way from Riviera villas to Park Avenue boudoirs and knows no speed limit.

Supercharged entertainment intensified by gay dialogue and novel situations.

SURE F

GENE RAYMOND

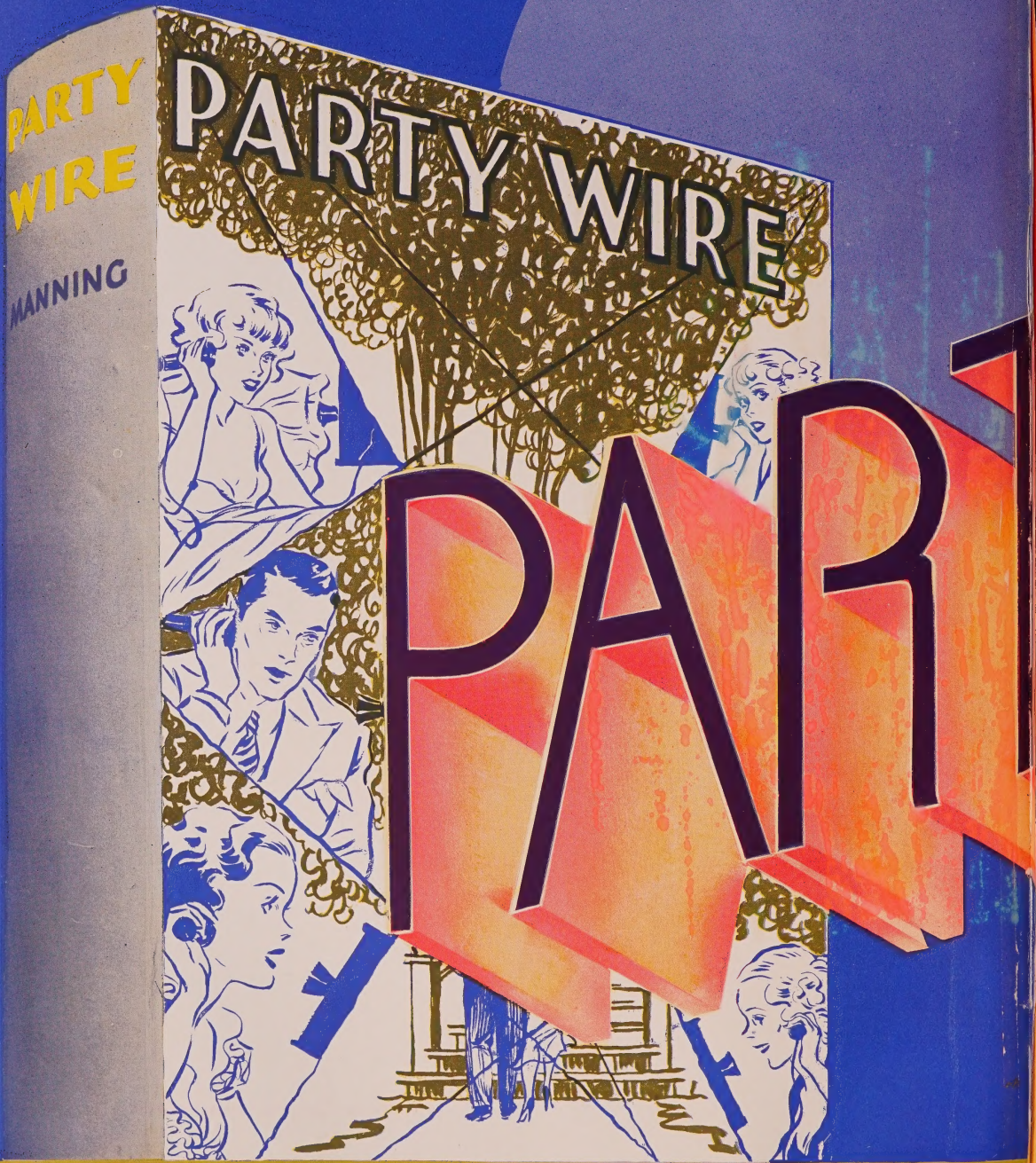
ANN SOTHERN

The overwhelming popularity of these two young players is amply proven by the mountains of fan mail they receive every day! Their stars are in the ascendent—they're box-office personalities par excellence—and they will make this tender romance of a brilliant young novelist who discovered love almost too late—a sure-fire draw at the box-office!

IRE

FROM THE PLAY BY
RALPH MURPHY

NOW A BEST-SELLING NOVE



by Bruce Manning

HONOR"

The famous author of "Red Headed Woman" again brings her brilliant talent to the screen in this powerful dramatic triumph — one of the truly important pictures of the year!

MAN

PROOF

Love-proof, thrill-proof, kiss-proof — a beautiful woman, desired of many men — guarding her heart against the onslaughts of romance — wanting freedom from the slavery of love! Many men tried to break down the wall of her resistance but failed, until one man imprisoned her heart forever!

Columbia takes great pride in announcing

TWO

FRANK CAPRA

Productions

The great director who gave you "Lady For A Day" and "It Happened One Night" will direct two productions in the coming season.

The first of these will be

BROADWAY BILL

WARNER BAXTER

MYRNA LOY

With a brilliant cast including

LYNN OVERMAN
CLARENCE MUSE
RAYMOND WALBURN
STERLING HALLOWAY

By ROBERT RISKIN

Based on "Strictly Confidential" by MARK HELLINGER

Mistaken Identity

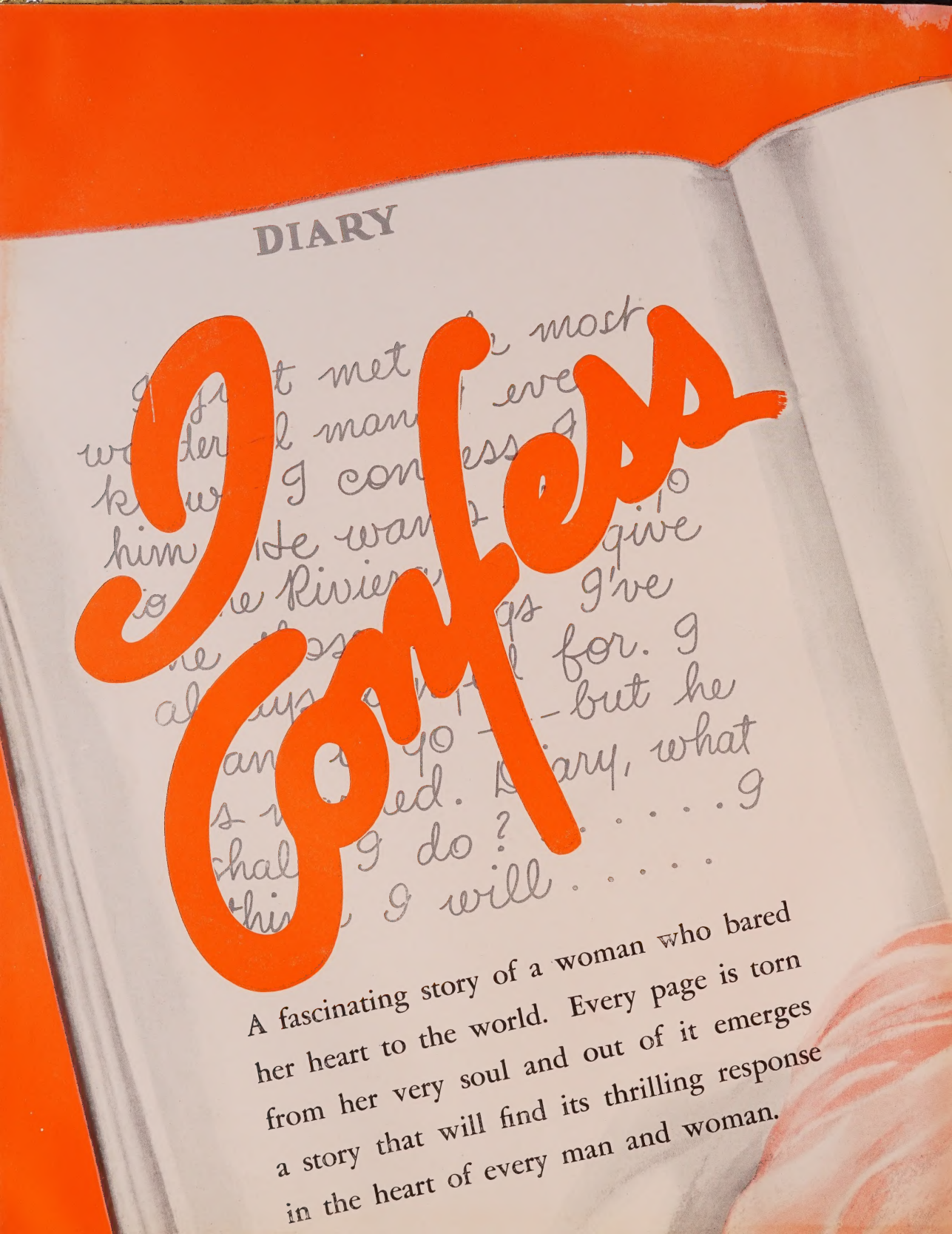
Caught in the maelstrom of the maddest masquerade, she struck back desperately. Four men knew. Four men could save her but only one, capturing courage from a great love, dared to do so.

The all-engrossing story of a girl who lived another woman's life, endured many heart-aches and sought passionately to win the romance which was hers alone.

JACK HOLT

—one of the box-office-tested personalities of the screen, in four productions—two of which are announced in preceding pages.

His other two vehicles will be selected from stories now under consideration and will be definitely designated when ready for production.



A fascinating story of a woman who bared her heart to the world. Every page is torn from her very soul and out of it emerges a story that will find its thrilling response in the heart of every man and woman.

DIARY

Always, the world waited on him with its rarest gifts—his merest whim conquered where other men fought to win. But crafty fate played a long waiting game until it tricked him to stake his heart in the greatest gamble of life—Romance . . .

"Once a Gentleman" will forever capture your audience with its scenes of mounting surprises — blending laughter and tears in a tense touching drama!

Story by Bradley King

The brilliant star of "Frankenstein" who made a new type of thrill picture into an ace box-office draw.
The Man They Love To Hate!
BORIS
KARLOFF
Weird, baffling, intriguing—into this black chamber he trapped victim after victim by his dark, unearthly power—until a radiantly beautiful woman fought his black sorcery with her seductive power of love. It's breath-taking!
the Black Room Mystery

From the story by
Melville Baker and Jack Kirkland.

The ILLS THE ODS

The story of a great family and its errant children who luxuriously follow their own paths to fame or dishonor. Their lives take many strange and startling turns until the great crisis arrives, when all return to meet in the grim mansion that gave them to the world! A vivid, powerful, unforgettable drama of strange destinies and stranger loves!

Unknown Woman

A lifetime of red romance behind the perfumed tapestries of intrigue. Her bewildering conquests baffled those who knew her best, but one man learned the secret.

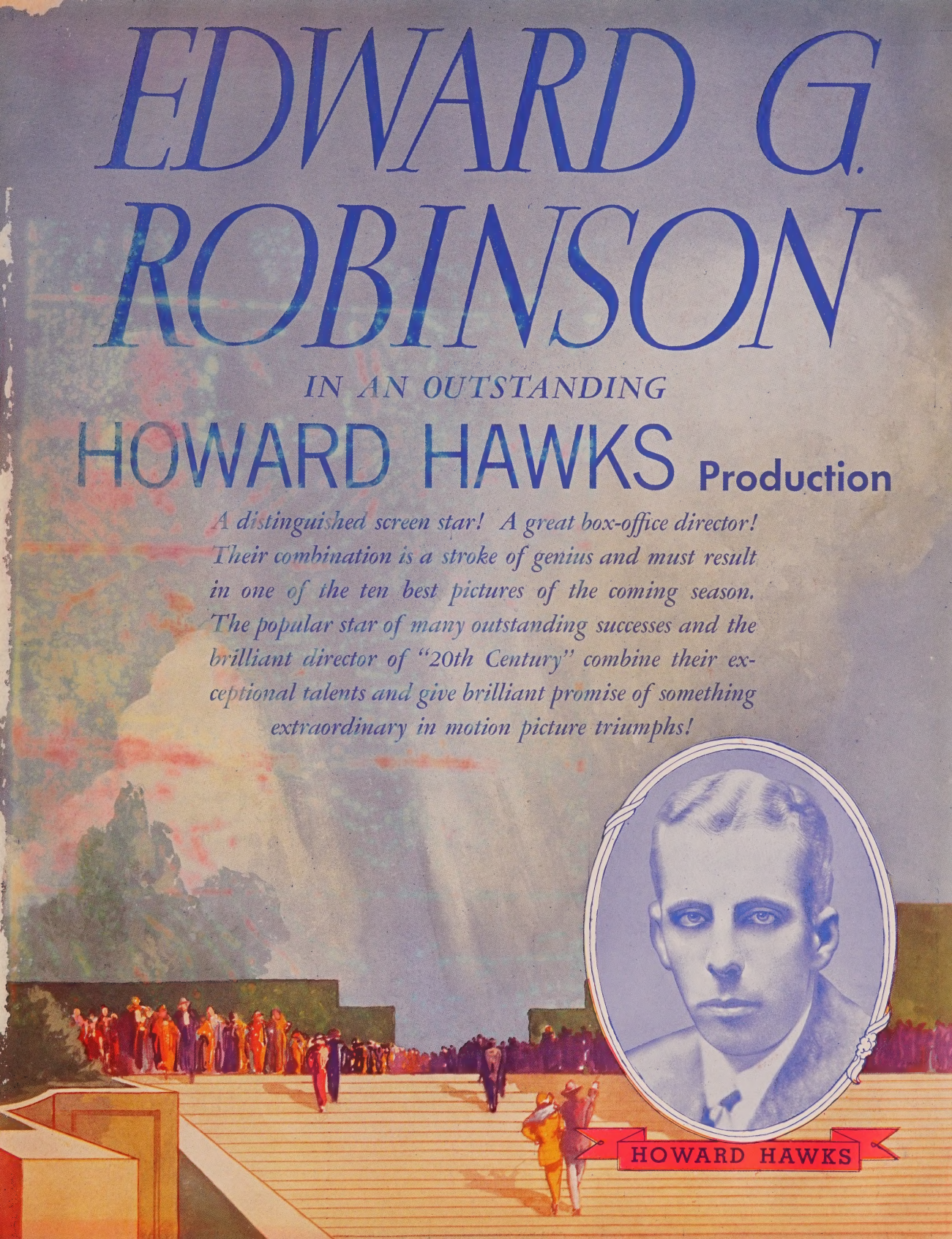
Suspense and surprising situations follow each other with reckless rapidity in this exotic creature's amazing career. The climax strikes a new note of high pitched drama aimed at every woman's emotions.

EDWARD G. ROBINSON

IN AN OUTSTANDING

HOWARD HAWKS Production

A distinguished screen star! A great box-office director! Their combination is a stroke of genius and must result in one of the ten best pictures of the coming season. The popular star of many outstanding successes and the brilliant director of "20th Century" combine their exceptional talents and give brilliant promise of something extraordinary in motion picture triumphs!



PRIVATE PROPERTY

Pointed at. Whispered about. Captive in a cage of luxury. The world knew her story but none dared tell the truth. Powerful dramatic entertainment. A breath-taker that will be discussed and remembered wherever it is played.

PRIVATE
PROPERTY

You know her. You've seen her picture in the tabloids. You've heard her name whispered. Here she is—streaking her heart-smashing way through more new escapades than the columnists dared discover. Fast, modern, "aero-dynamic" romance with a dangerous tug at your emotions.

COLUMBIA'S ADVERTISING CAMPAIGNS during the past year have proven definitely successful. Public demand has been created for Columbia pictures; added patronage has been built for hundreds of theatres; they have markedly increased exhibitor earnings and box office receipts.

Now Columbia elaborates its advertising plans —broadens their scope—and during the coming year will continue to build in added measure patronage and prestige for its product and theatres playing it. National advertising will be increased in national and fan magazines, hundreds of newspapers and over the leading broadcasting chains. It must reach millions of potential ticket buyers. Get your share of this increased business — play Columbia pictures.

Gallant, romantic, thrilling ace of the saddle

TIM McCOY

RIDES AGAIN

—in a series of exciting whirlwind Westerns with a speed and surety that spells box-office success! He wins hearts and applause as increasing popularity crowns him King of the Westerns!

8 WES

STERNS

ROBERT NORTH

IRVING BRISKIN

FELIX YOUNG

EVERETT RISKIN

JULES WHITE

SID ROGELL

WILLIAM HOLMAN

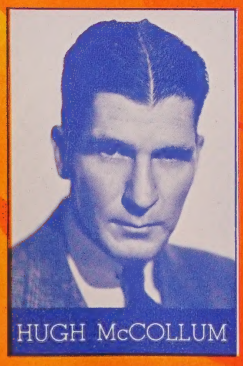
MAX WINSLOW

LOU SILVERS

WILLIAM PERLBERG

FRANCES MANSON

HUBERT VOIGHT


HUGH McCOLLUM

PRODUCTION EXECUTIVES

A. SCHNEIDER

JOS. SEIDELMAN

JOS. McCONVILLE

R. JACKTER

GEORGE BROWN

L. WEINBERG

L. ASTOR

J. MacFARLAND

S. MOSCOW

J. SAFRON

M. ROTH

JOS. FRIEDMAN

H. BRUNET

M. WORMSER

HOME OFFICE AND SALES EXECUTIVES

H. HODE

L. J. BARBANO

JEANE COHEN

HARRY
LANGDON

ANDY
CLYDE

LEON
ERROL

The finest two-reel comedies you've ever played – featuring an aggregation of outstanding comedians! They're not merely an addition to your program – they're a whole show in themselves! Audiences will yell with joy at these laugh-provoking stars and want to see every one of these two-reel comedies!

26 STAR-STUDDED TWO REEL COMEDIES

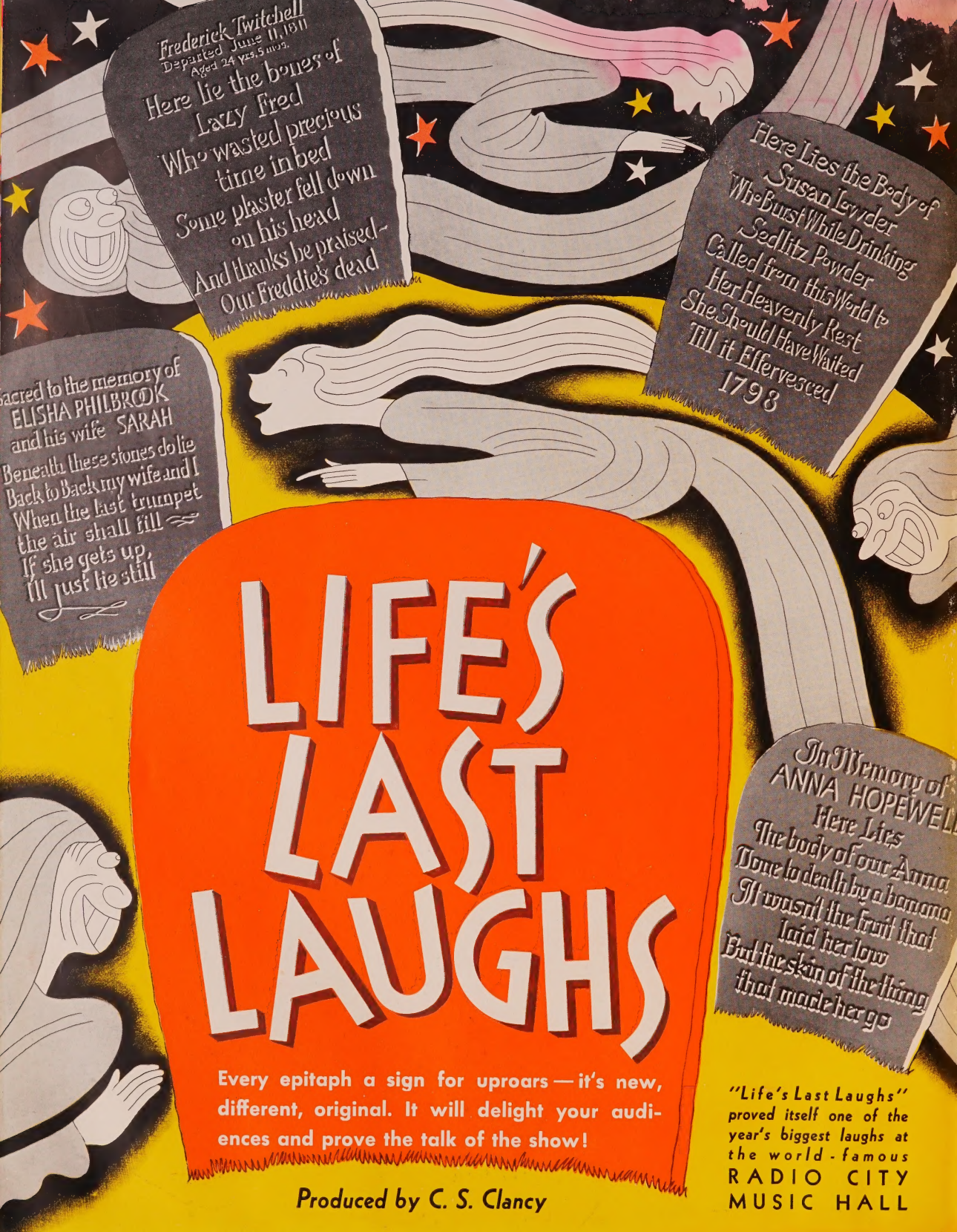
SCRAPPY
The wide-spread popularity of this animated cartoon series is gilt-edged proof of the delightful entertainment it holds for young and old. More theatres than ever before are booking these lively, hilarious and joyous short feature hits!
ONE REEL EACH
PRODUCED BY

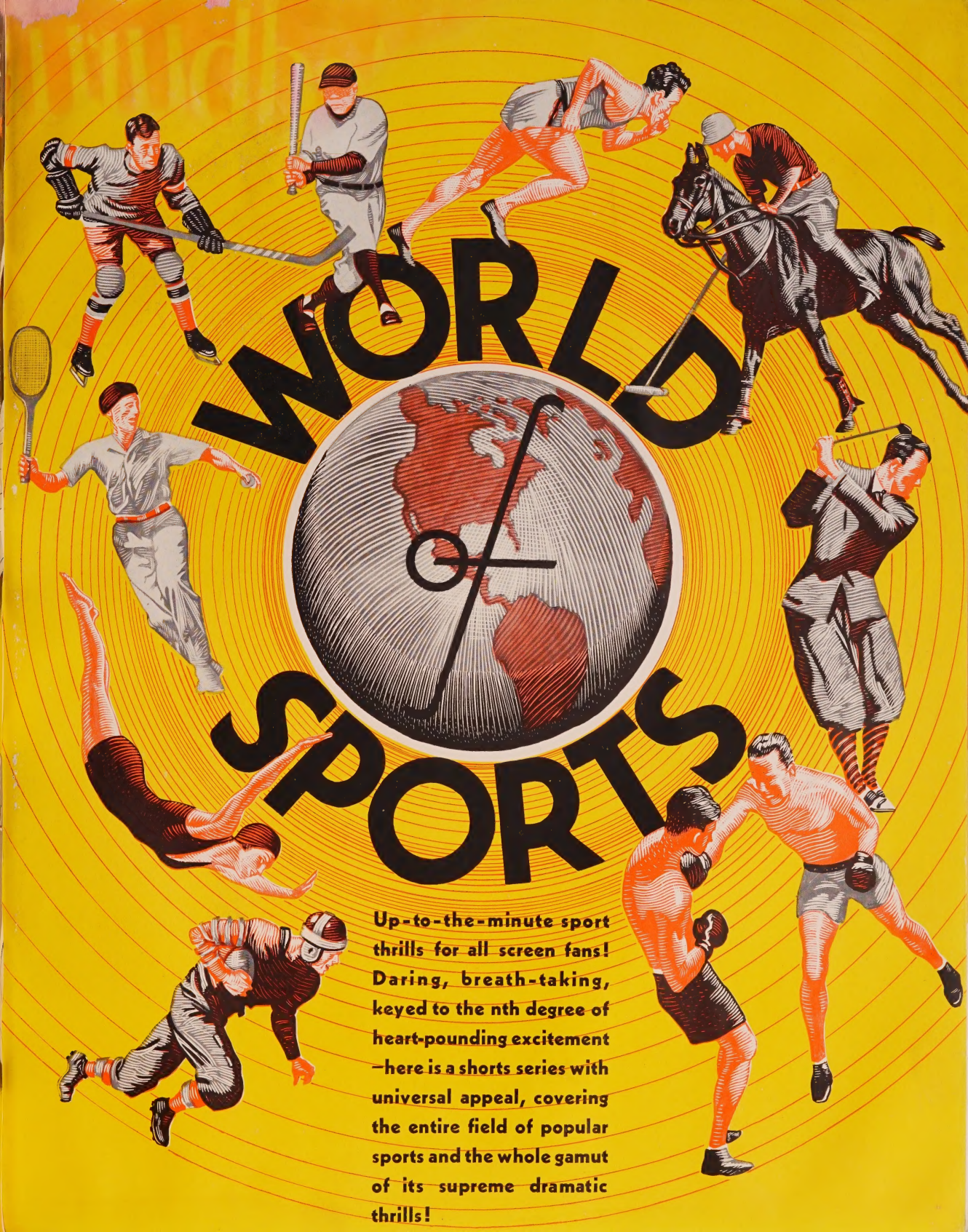
KRAZY KAT

More than ten million people enjoy "Krazy Kat" daily in newspapers all over the country! George Herriman's famous cartoon strip, upon which this reel is based, whets audience appetites for "Krazy's" uproarious screen antics. Laugh-a-minute reels that are the dessert of the program banquet!

LAUGHS FOR EVERYBODY

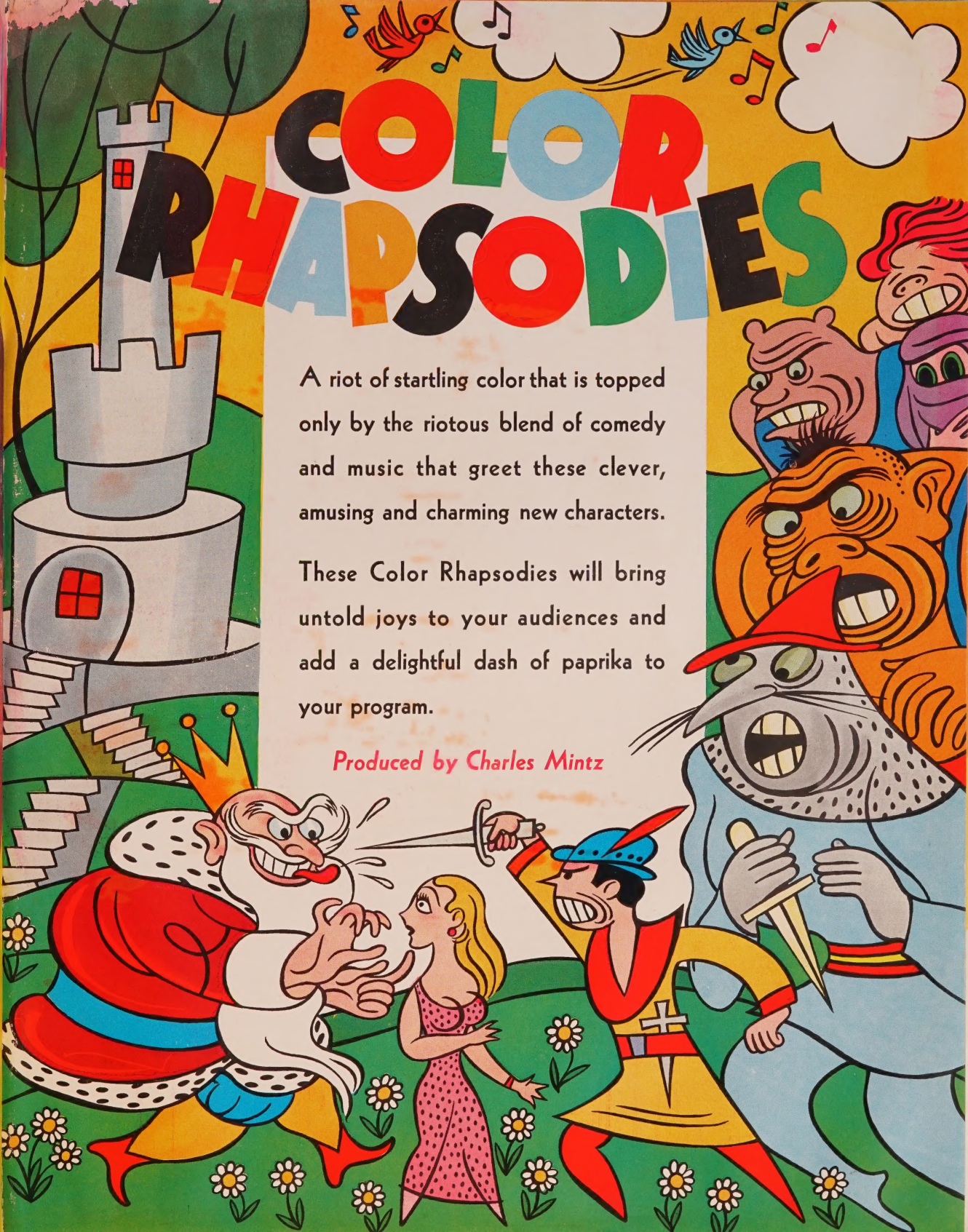
CHARLES MINTZ


Frederick Twitchell
Departed June 11, 1811
Aged 24 yrs. 5 mos.
Here lie the bones of
Lazy Fred
Who wasted precious
time in bed
Some plaster fell down
on his head
And thanks be praised-
Our Freddie's dead
Here Lies the Body of
Susan Lewder
Who Burst While Drinking
Sedlitz Powder
Called from this World to
Her Heavenly Rest
She Should Have Waited
Till it Effervesced
1798
Sacred to the memory of
ELISHA PHILBROOK
and his wife SARAH
Beneath these stones do lie
Back to Back my wife and I
When the last trumpet
the air shall fill
If she gets up,
I'll just lie still
In Memory of
ANNA HOPEWELL
Here Lies
The body of our Anna
Done to death by a banana
It wasn't the fruit that
laid her low
But the skin of the thing
that made her go
LIFE'S
LAST
LAUGHS
Every epitaph a sign for uproars — it's new, different, original. It will delight your audiences and prove the talk of the show!
Produced by C. S. Clancy
"Life's Last Laughs" proved itself one of the year's biggest laughs at the world-famous
RADIO CITY
MUSIC HALL

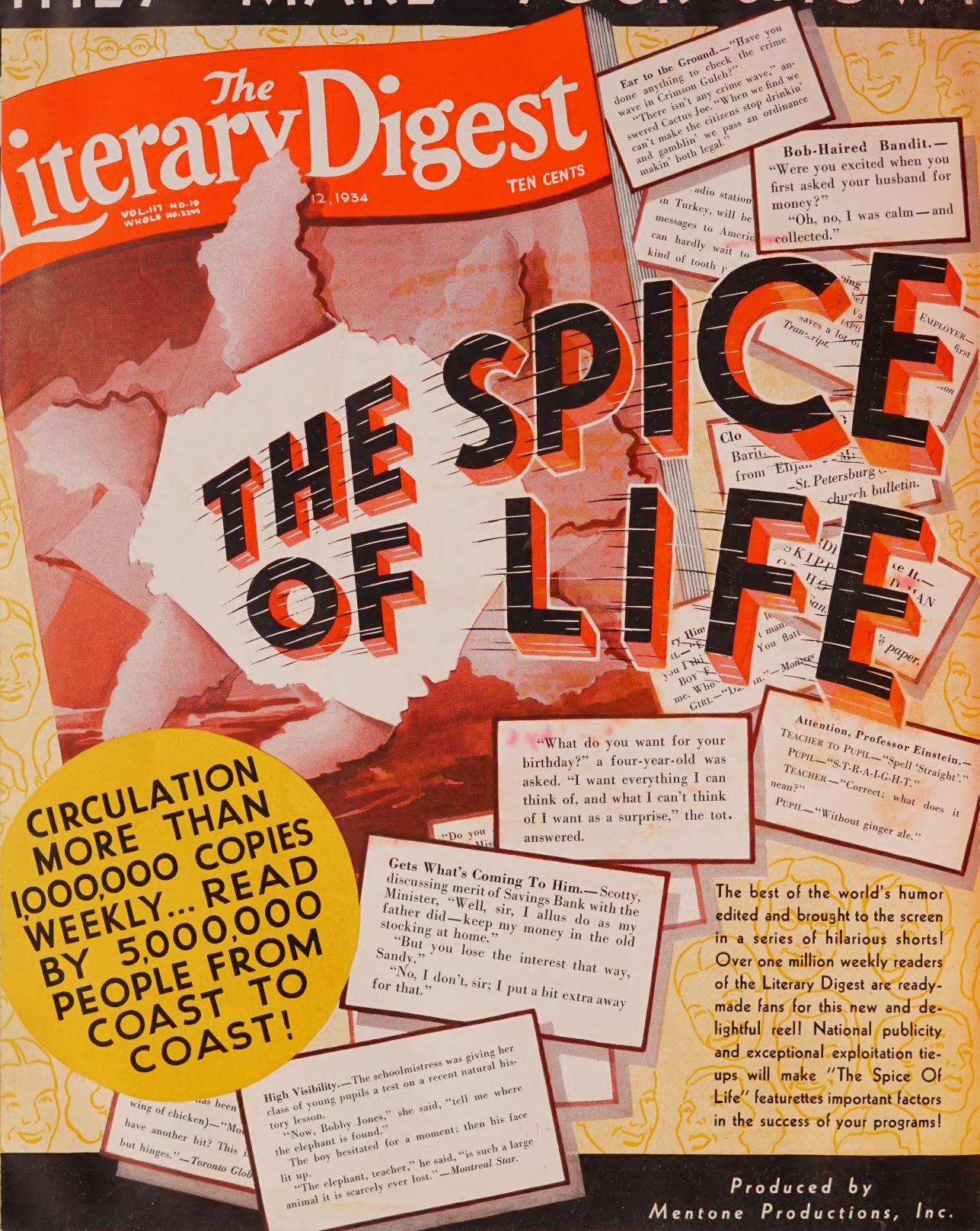

WORLD
SPORTS
Up-to-the-minute sport thrills for all screen fans! Daring, breath-taking, keyed to the nth degree of heart-pounding excitement —here is a shorts series with universal appeal, covering the entire field of popular sports and the whole gamut of its supreme dramatic thrills!

Medbury laughs at the world and the world laughs with him! Visit strange countries with this famous commentator and chuckle at strange customs in the most hilarious series of shorts now available! There's a laugh in every landscape of this cock-eyed world with Medbury!

Produced by WALTER FUTTER


COLOR RHAPSODIES
A riot of startling color that is topped only by the riotous blend of comedy and music that greet these clever, amusing and charming new characters.
These Color Rhapsodies will bring untold joys to your audiences and add a delightful dash of paprika to your program.
Produced by Charles Mintz

THEY "MAKE" YOUR SHOW!


The Literary Digest
TEN CENTS
VOL. 117 NO. 19
WHOLE NO. 2299
12, 1934
Ear to the Ground.—"Have you done anything to check the crime wave in Crimson Gulch?"
"There isn't any crime wave," answered Cactus Joe. "When we find we can't make the citizens stop drinkin' and gamblin' we pass an ordinance makin' both legal."
Bob-Haired Bandit.—"Were you excited when you first asked your husband for money?"
"Oh, no, I was calm—and collected."
THE SPICE OF LIFE
"What do you want for your birthday?" a four-year-old was asked. "I want everything I can think of, and what I can't think of I want as a surprise," the tot answered.
Attention, Professor Einstein.—
TEACHER TO PUPIL—"Spell 'Straight'."
PUPIL—"S-T-R-A-I-G-H-T."
TEACHER—"Correct; what does it mean?"
PUPIL—"Without ginger ale."
Gets What's Coming To Him.—Scotty, discussing merit of Savings Bank with the Minister, "Well, sir, I allus do as my father did—keep my money in the old stocking at home."
"But you lose the interest that way, Sandy."
"No, I don't, sir; I put a bit extra away for that."
High Visibility.—The schoolmistress was giving her class of young pupils a test on a recent natural history lesson.
"Now, Bobby Jones," she said, "tell me where the elephant is found."
The boy hesitated for a moment; then his face lit up.
"The elephant, teacher," he said, "is such a large animal it is scarcely ever lost."—Montreal Star.

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